



Alex Ouziel in Alba, Piedmont, motherland of 9diDANTE INFERNO

BIOGRAPHY OF ALEX OUZIEL, FOUNDER KALIRO SPIRITS

Alex Ouziel was born in Barcelona, Spain, in 1973. A graduate in Economics from Durham University, England, he also holds a Global Executive MBA from IESE, Spain. Alex has an international soul, linked to the world of branded spirits, which he likes to summarize as follows:

"My whole life has centered around the World of Spirits":

- *Back at University, my bedroom was located directly above the college bar;*
- *After graduation I moved to Moscow, at a time when Russia was reinventing itself. There I found my first job as an On-Trade sales representative for a wine importer [Yalta Import, 1995-1997]. It was at a client's bar that I also met my wife of 19 years;*
- *9 years at Bacardi [2010-2019 where he held roles of increasing responsibility, the last of which as President AMEA - Asia, Middle East and Africa] have given me a different take on the industry and shown me that there are categories, with great room for development, that have been largely ignored by larger players in the industry.*

It is his passion for the World of Spirits that has driven Alex to establish [Kaliro Spirits](#) back in 2019, a start-up that he leads with the mission of creating premium craft spirits that help build great memories. Products that respect the traditions of the past as a way of developing new tastes that help define the future.

This philosophy has given birth to its first brand, [9diDANTE](#) Vermouth di Torino Superiore. Inspired on Dante's Divine Comedy, this innovative Vermouth from Alba (Italy) delivers a bold and sinful experience that pushes the traditional boundaries of its category.

A keen sportsman, Alex is an avid trail runner and has twice completed the 339km *Tor des Geants* race in the Italian Alps of Val d'Aosta. Fluent in 6 languages: Spanish, English, Italian, French, Russian and Catalan, he currently resides in Geneva, Switzerland where Kaliro Spirits is based.